

# Shaping the Future of LA19 Colleges

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**Kick-Off Meeting**  
May 21, 2019

# On Tap Today

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- I. **Welcome + Goals For Today (CoSi)**
- II. **Proposal Recap (CoSi)**
- III. **Objectives, Deliverables + Timing (CoSi)**
- IV. **Key Summary from LRW + McKinsey (Erin)**
- V. **Workshop Exercise: “Opportunity Knocks” (CoSi)**
- VI. **Align on Next Steps (CoSi)**

**Welcome + Goals For Day (11:00 - 11:15)**

**Proposal Recap (11:15 - 11:40)**

**Objectives + Deliverables (11:40- 12:00)**

**Keys from LRW + McKinsey (12:05 - 12:25)**

**Collaborative Discussion (12:25 - 12:50)**

**Align on Next Steps (12:50 - 1pm)**

**Lunch**

# Let's Do This

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Kicking off with  
expectations for today

# Welcome to Cosi

Hello from Hollywood.

## Keys to CoSi

### Social is in our DNA

CoSi's founders helped to build digital & social teams at larger agencies, and now everything we do is social by design.

### We think like a startup

We challenge our partners to think nimble. Be disruptive. Deliver the unexpected. Because if you don't, your competition will.

### Great design meets data

Our design philosophy is to be both aesthetically beautiful and performance-based. Every design starts with a data-driven hypothesis.

### Our experience is a match

We have a strong portfolio of brand work, social campaigns and performance creative for the education vertical and beyond.

### Collaboration is at our core.

For all of our partners, we're an extension of their team. We push ourselves to become experts in your business and make the most of your ecosystem.

# Workshop Outcomes

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**1**

## **Team Connect**

Meet + connect with key client stakeholders and agency leads, understand roles and open lines of communication.

**3**

## **Pave Pathway for Masterbrand**

We'll walk through key learnings from recent research (from McKinsey and LRW), and initiate collaborative discussions to inform our creative work.

**2**

## **Lock In Key Deliverables, Milestones + Timing**

Alignment on plan of action to get us through master brand work, with an eye toward in-market campaign for Fall 2019 Enrollment.

**4**

## **Actionable Takeaways**

Align on key priorities and next steps across all deliverables.

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# Let's Calibrate

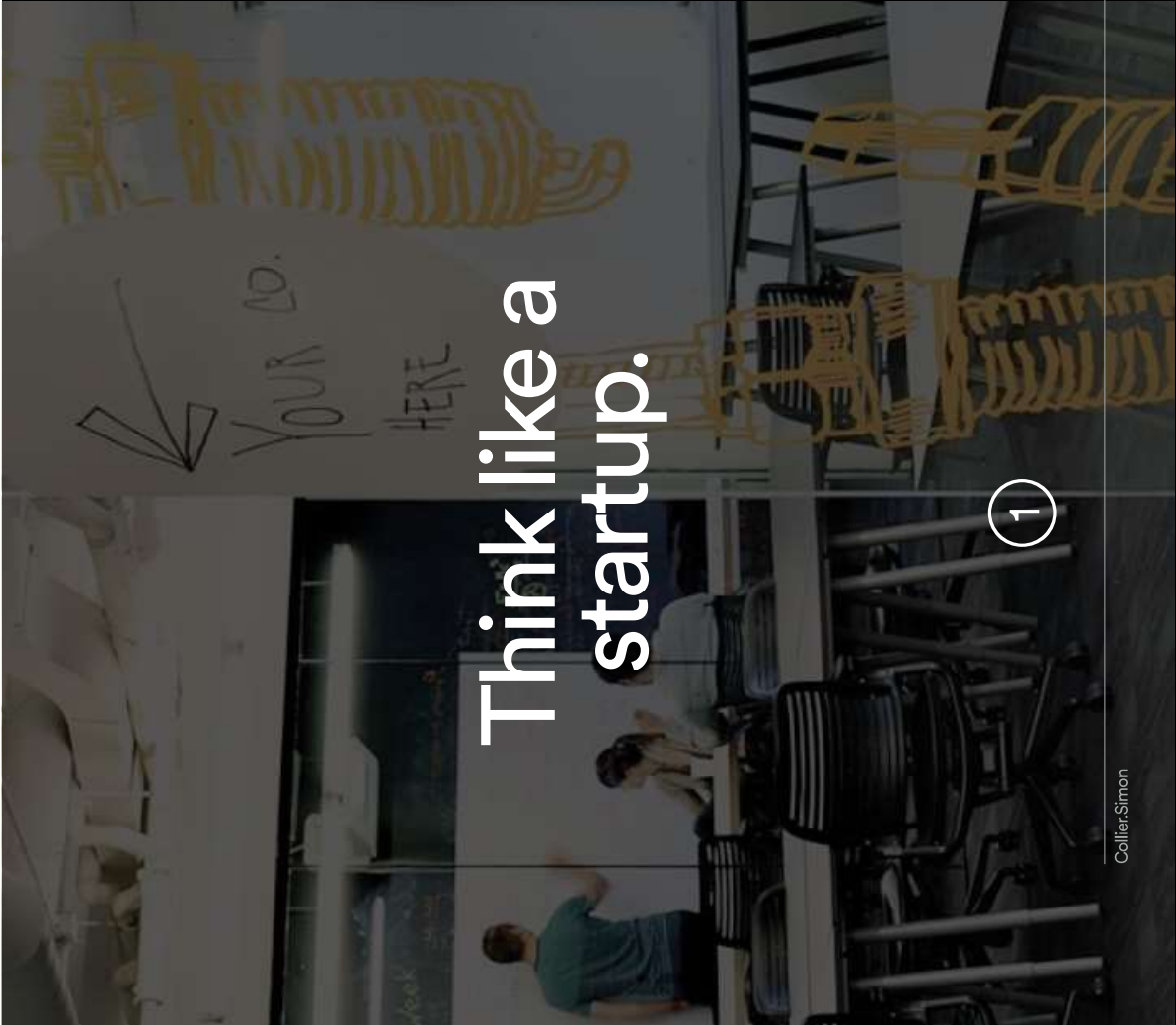
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A look at key pillars from proposal

# Creative Approach

8 Proposed Pillars to Integrate into Marketing Strategy





# Think like a startup.

**Act nimble.**

**Be iterative.**

**Listen. Learn. Innovate.**

While LA community colleges have been around for 90 years, we must ask ourselves: “What would we do and how would we act if we were born today?”



# Be of today.

“We obsess over how the images we share on Instagram and our other social media channels are not only going to look, but how well they are going to be received by our followers.”

- Stephanie Michael, current college student [source]

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**As we look at challenger brands across all industries, there is a clear trend to be modern, delightful, simple and human.**

As we look to attract the students of today, we must act of today.

Our marketing: data-driven

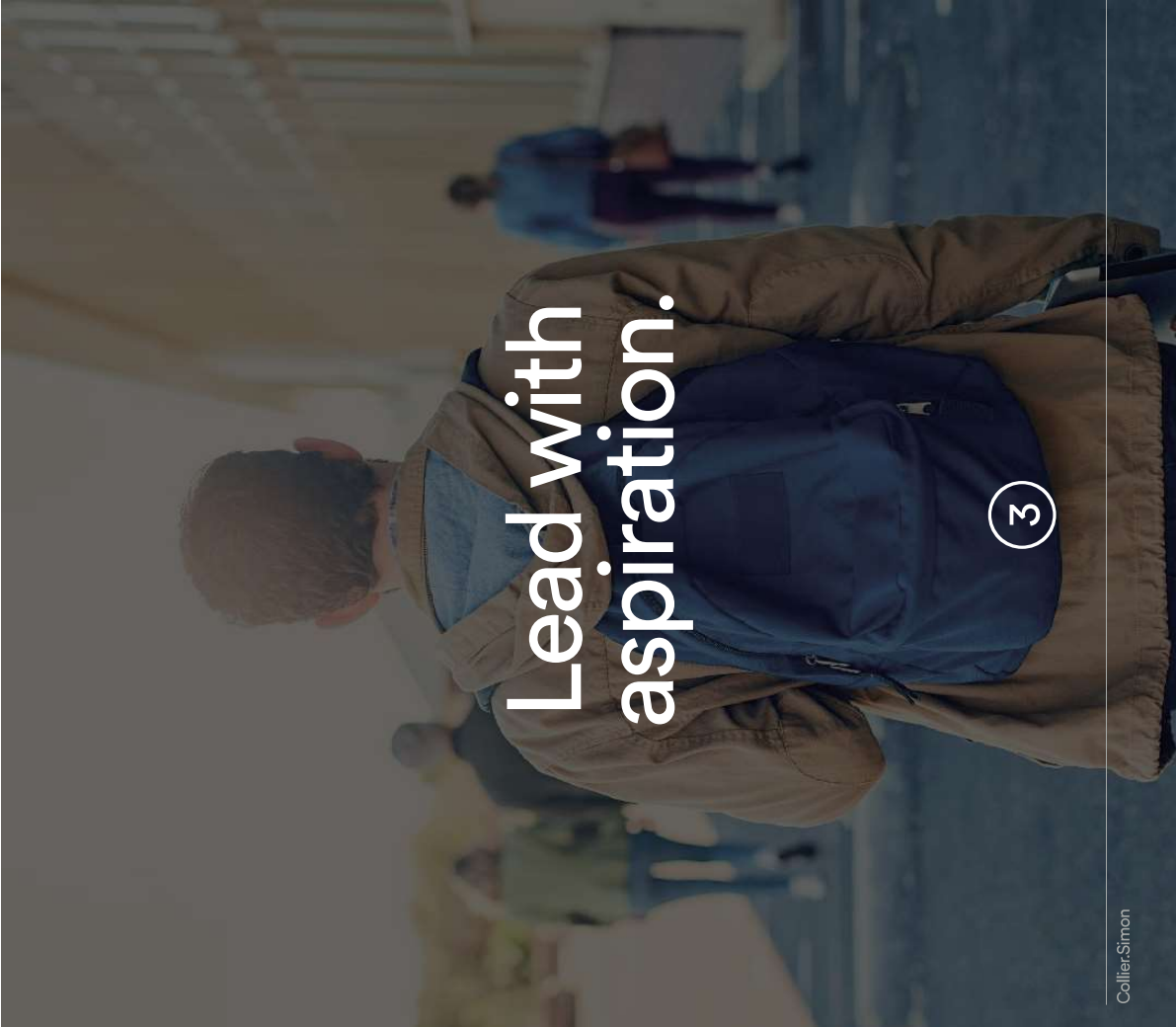
Our experience: consumer/student-driven

Our creative: design-driven.

We've put together **this video** to articulate the visual shift from brands of yesterday to those of today.

We have our **from**.

Let's now create our **to**.



Lead with aspiration.

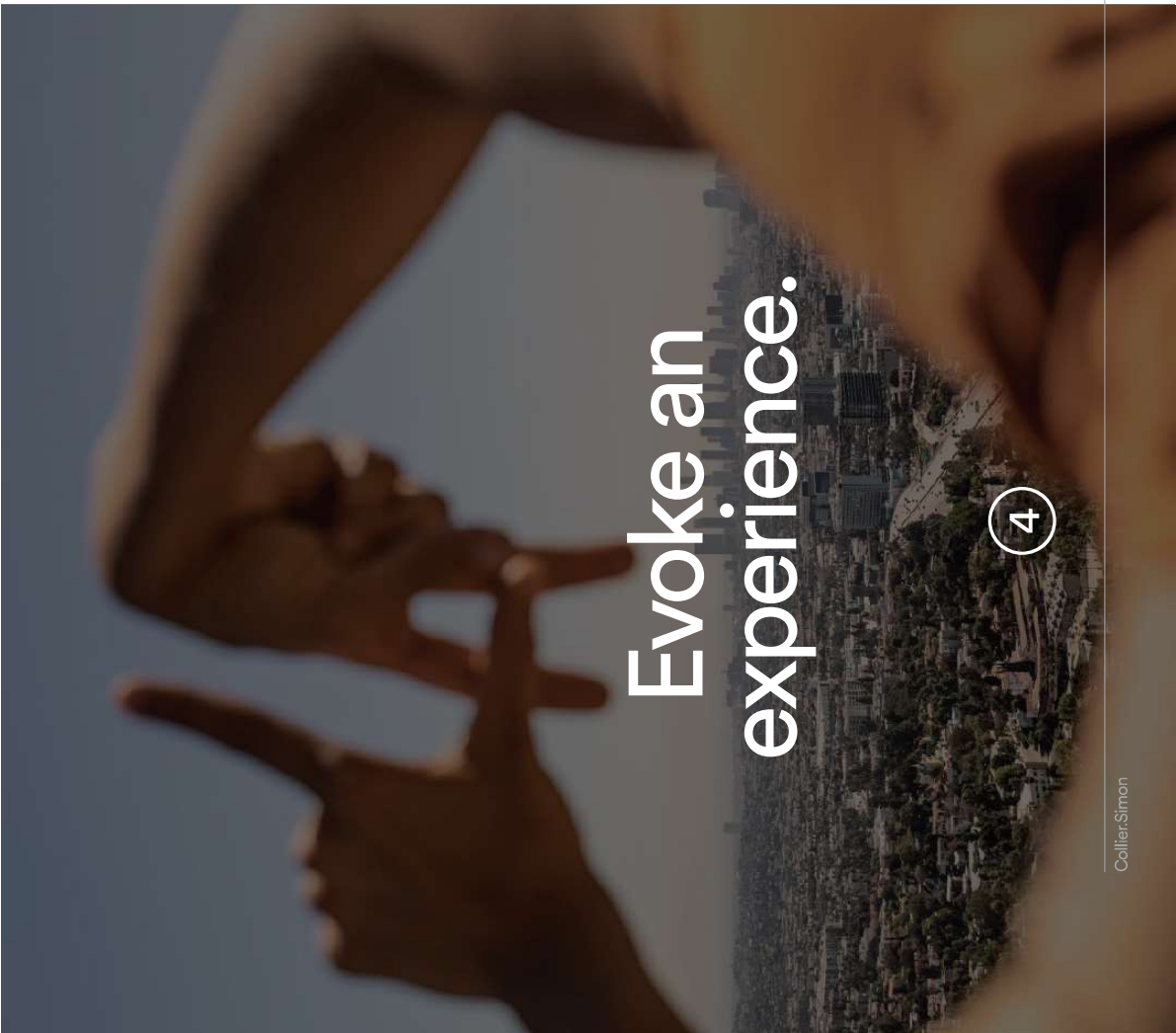
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**“The most important factor Gen Z looks for is opportunity for advancement,” and “two-thirds of GenZ say that their goal in life is to make it to the top of their profession.”**

[Monster Multi-Generational Survey]

Gen Z, those coming out of high school and in college now, are driven to “achieve their dream job” early on in their life. [Forbes]

Our social storytelling must be architected around opportunities and experiences that reflect our students’ aspirations (leading, empowered, without boundaries, etc).



# Evoke an experience.

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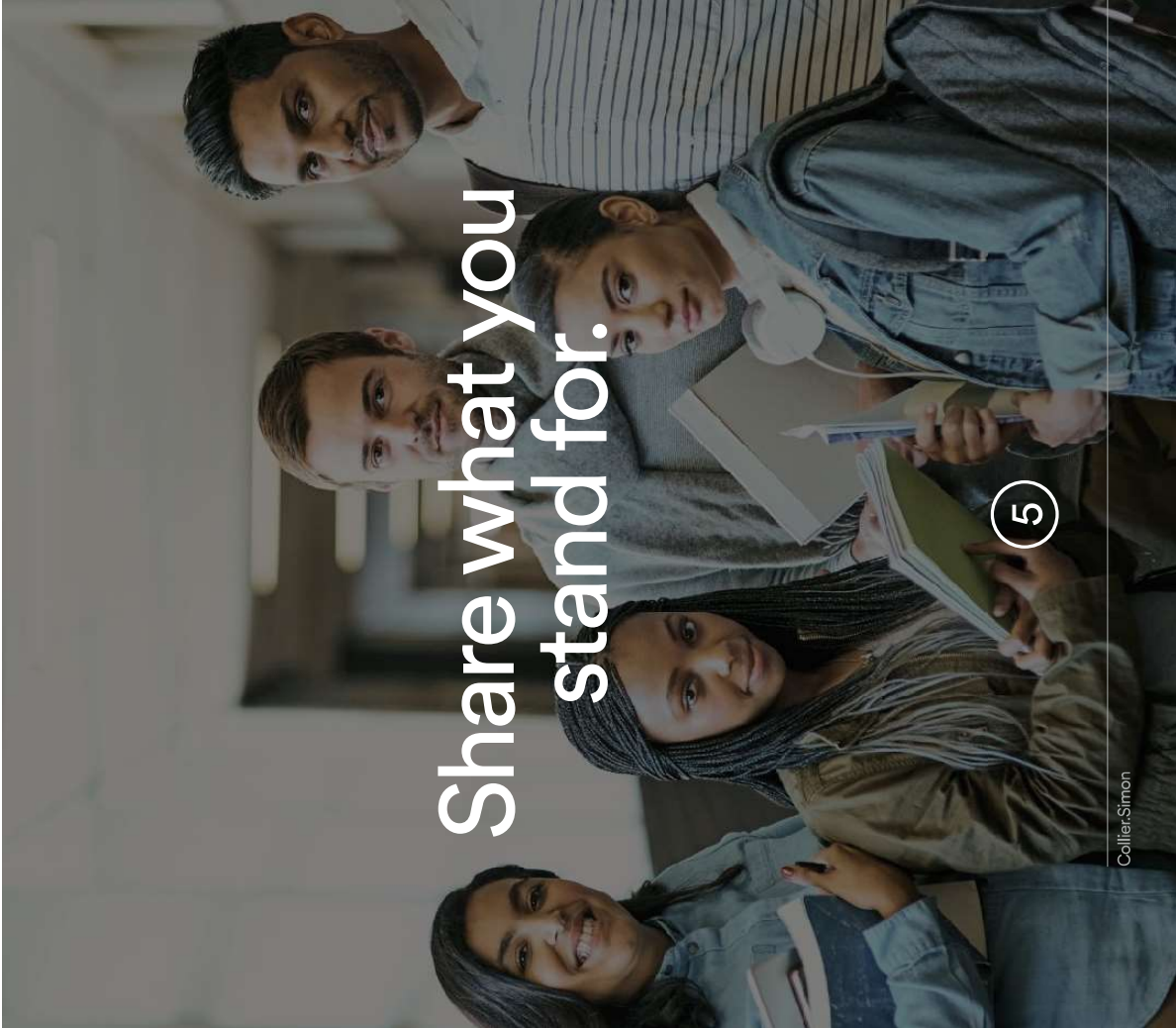
While our Gen Z students are digitally native, they yearn for real-life experience. In fact, they often “prefer the immediate sensory experience of bricks and mortar.” [\[Certilogo\]](#)

As we look to unify our colleges under one masterbrand, we have a tremendous opportunity to reposition the unique experience we offer.

With 19 campuses, we are the largest college in one of the most culturally diverse cities on the planet. **There’s nothing else like us in the world.** We need to own this.

Storytelling opportunities include:

- Leverage the cultural and geographic diversity of Los Angeles as our backdrop
- Evoke the collegiate experience across the campuses
- Message-test the experiences our schools offer that stretch beyond education (connections, friendships, speakers, events, etc)



**“For Gen Z... authenticity and purpose are paramount in attracting them.” Certilogo**

As mentioned atop this proposal, our mission and values are intrinsically tied to a cause close to our target’s heart:

**Higher education, accessible to all. [InTheTimes]**

While we are not suggesting to take a political stance on a hot issue, we must capitalize on the fact that we are an authentic manifestation of this social movement.

Storytelling opportunities may include message testing around: our mission and values, the economic benefit and value we provide in contrast to other education options, positioning lines around “higher education, accessible to all.”

“If you don’t grab my attention in the first five seconds, I am not going to invest my time...”

-Summer Beal, recent college graduate [Source]

Articulate  
your value.  
Clearly.  
And quickly.

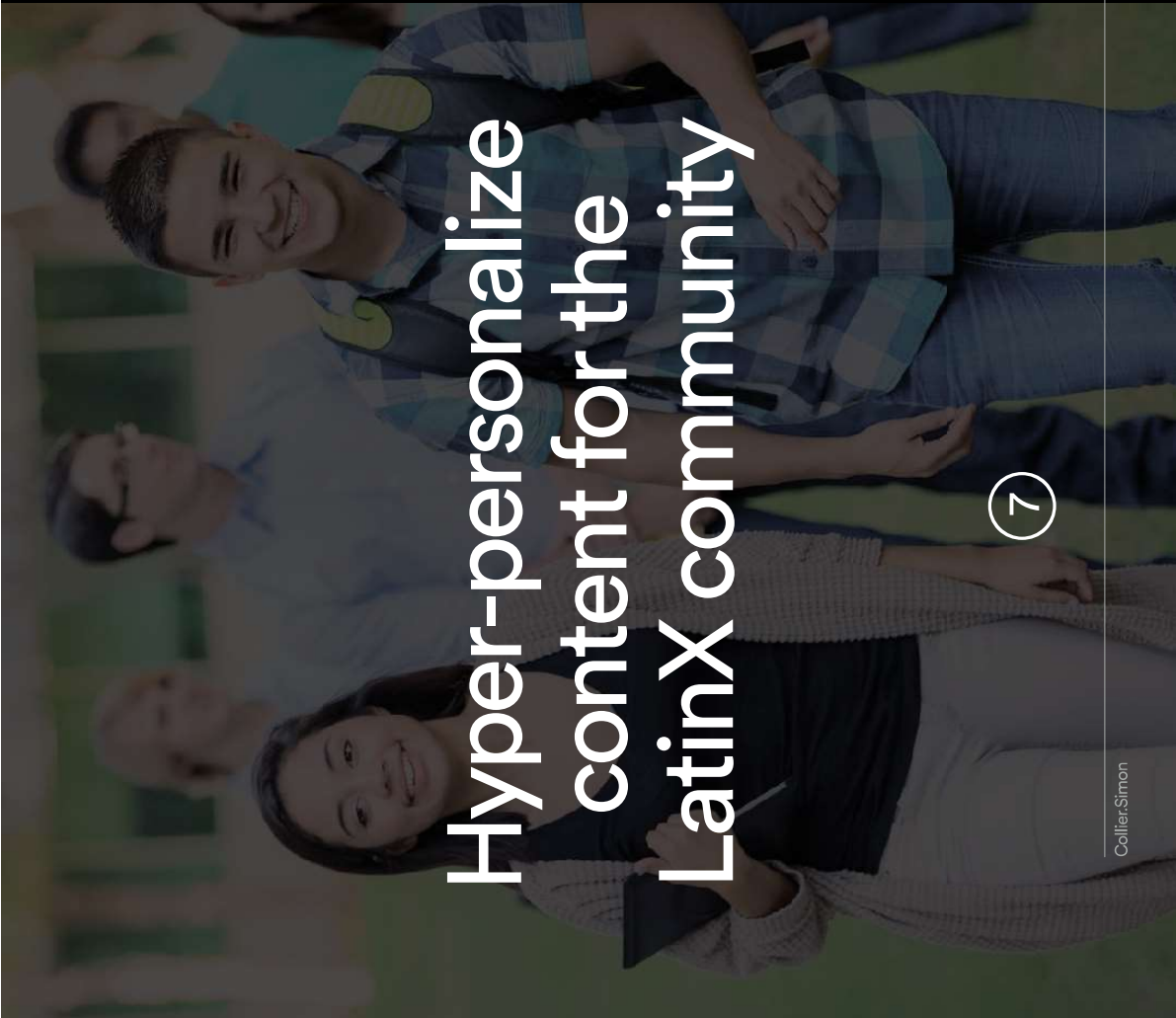
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**In marketing to this generation, we must address two key insights that are paramount to our success:**

1. We have seconds to capture the attention of this generation
2. Our messaging must be clear and concise.

**Through in-feed message testing, we will explore which key value propositions work best to harness the attention and convert each audience segment. These may include:**

- **Convenience:** 9 campuses across the city — no matter where you choose to attend, we got you.
- **Unmatched Value:** Quality + Price: Elevate and incorporate the quality of staff (same amazing professors you may find at four-year for much lower cost).
- **Expansive Learning Opportunities:** Educational centers of excellence across our 19 campuses. Share stories of success of current and former students.
- **Educational gateway:** Transfer to school of choice, should that be your choice.
- **Career gateway:** Showcase programs that help lead directly to jobs (e.g. Amazon Cloud Certificate).



# Hyper-personalize content for the LatinX community

7

**“If California is going to continue to thrive economically as a hub of innovation, technology and entrepreneurship, we must increase the educational success of a growing and disproportionately young Latinx community and ensure significantly more Latinx are prepared for college, attend college and reach their college dreams,”**

Study by Campaign for College Opportunity

Though a majority of the LatinX Gen Zs are U.S. born and fluent in English, the pride of their Hispanic/Latino heritage and identity is strong. We recommend testing messaging in English, Spanish and Spanglish language.

We will tell stories with a focus on culture and the things that matter most to this segment. Beyond just translating content to Spanish, we will develop authentic, personalized and relevant content that potential students can connect with. This may include:

- Partnerships with social influencers and organizations and businesses that have influence on this segment
- Spotlighting success stories from current and past graduates
- Social-first, experiential activations within the community

“It’s ridiculous, nobody answers the phone EVER. I’ve called early and later in the evening and nothing works. Why offer contact information if nobody is going to actually be helpful and be there to answer a phone.”

-current LA19 college student [Yelp Review]

# Communicate. *Authentically, transparently, and often.*



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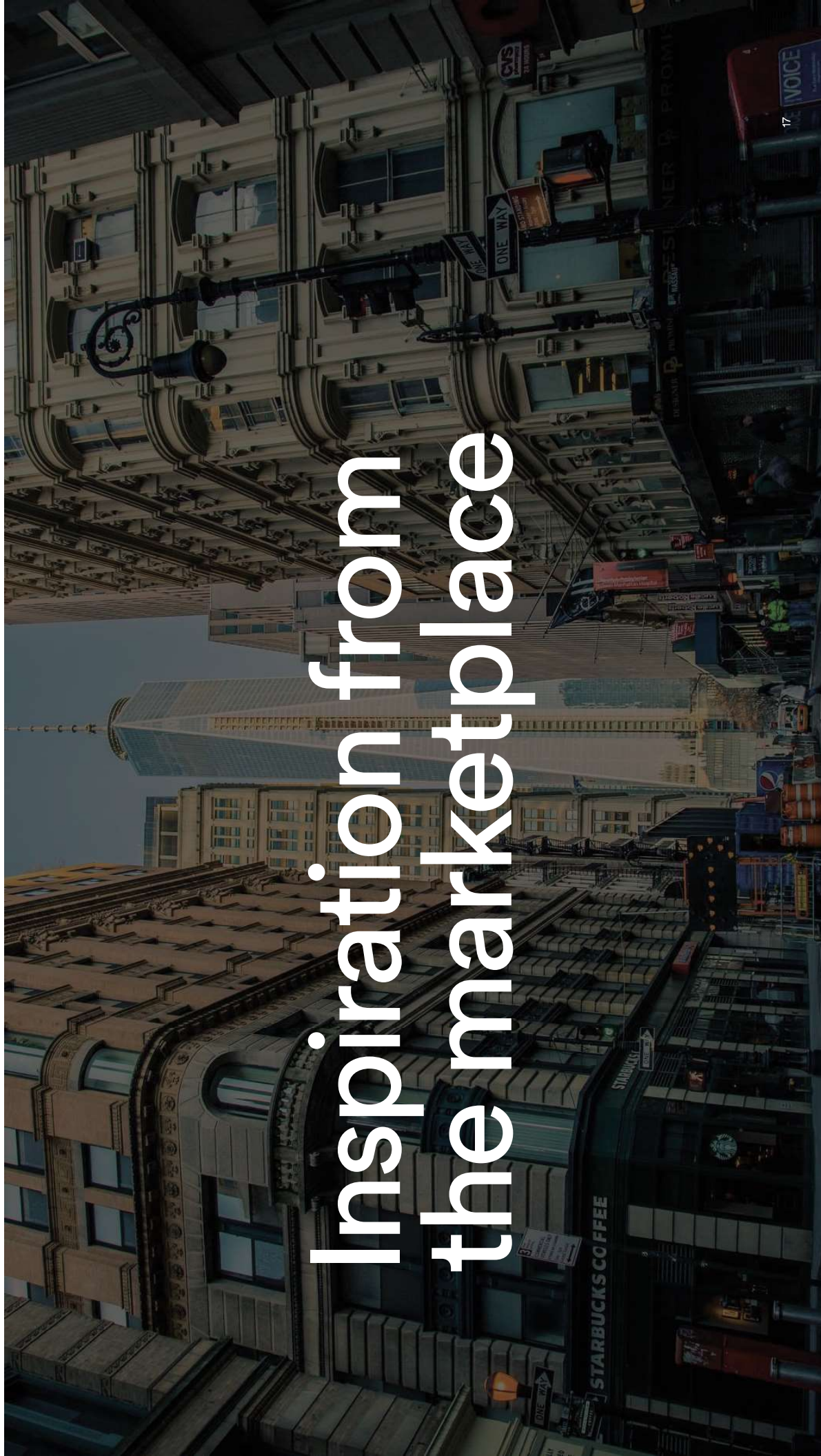
Use social as an opportunity to truly embrace two-way dialogue.

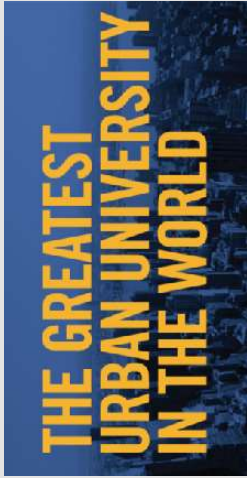
- **Be authentic and informative**
- **Admit mistakes (when necessary)**
- **Share information (when possible)**
- **Respond (to positive reviews, negative reviews, and all the questions in between)**

As part of our partnership we would look to have broader strategic conversations around constructing an always-on community management program; embracing communication needs and habits of your students.



# Inspiration from the marketplace





1



2



2



3



**As an opportunity to showcase some of our strategic pillars out in the wild, we've pulled some examples from City University of New York, the public university program in New York City.**

Comprised of 25 colleges and universities across NYC's five boroughs, CUNY is the largest urban university system in the US. While they are comprised of both 2-year and 4-year colleges (as well as a few grad schools), they are not an exact replica of our 19 Los Angeles colleges. However, many of their challenges and opportunities mirror ours.

The purpose of sharing these examples is not about the visual or creative aesthetic, but rather the intent and strategy behind the work.

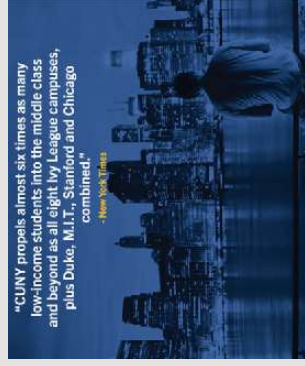
- 1 **Bold, affirmative and aspirational:** Like CUNY, we can connect our 19 campuses to form a sing, powerful brand.
- 2 **Unique and rich experience:** We have a great opportunity to leverage the cultural backdrop of our city while still evoking an iconic college experience.
- 3 **Position students as aspirational leaders:** Our marketing should push the narrative of our students beyond the functional (aka "the job") and connect to the emotional and aspirational desires underneath the surface.



4



5



6



7



4 **Clear and meaningful value proposition:** Leverage imagery and post copy across social to clearly and quickly articulate the value we provide.

5 **Be the bridge to the ideal future they envision:** Again, Gen Z aspires to get to their “dream job” (*emotional > functional*). Our role (in marketing) is to position ourselves as the conduit to support and propel them on that journey.

6 **Prove what we stand for:** Utilize social to share our proof points: who we are, what we stand for, what we’ve done, and where we’re going.

7 **Engage and activate our students as authentic marketers:** Our students are digital natives, and taking photos and creating content is integral to their everyday lifestyle. As such, we should leverage opportunities to inspire engagement and activate authentic evangelism across our social platforms.

# Orange County Community Colleges

[California Community Colleges](#) | [Career Education](#) | **ORANGE COUNTY CAREER EDUCATION** | [Apply](#) | [Financial Aid](#) | [Resources](#) | [Employers](#) | [News Center](#) | [Need Help?](#)

**Future BUILT**  
 Orange County Community Colleges are committed to partnering communities with high-tech, hands-on career education programs to build success for our students, families and industries.

**Future BUILT Careers**

Make your career happen in a thriving industry that's hot. Personalized Career Navigators to help you explore your future.

[Learn More](#)

**Future BUILT Programs**

Orange County community colleges already are a sea of programs that "hands-on" with your chosen future, on the Career Coach website.

[Learn More](#)

**Future BUILT Colleges**

There's an Orange County community college near you. Find your local college, or explore all colleges of available program.

[Learn More](#)

**ORANGE COUNTY**  
 CAREER EDUCATION  
**Future BUILT**

**Future BUILT - Orange County Community Colleges**  
 From five-star kitchens to clamorous courtrooms, career education students are always part of the action in Orange County. Share their stories in the May 2019 edition of the Future BUILT News Center!

[Learn More](#)

**Future BUILT - Orange County Community**  
 MAKING IT: FULLERTON'S J... BUILT.

**Future BUILT - Orange County Community Colleges**  
 Did you know that in California, people with degrees and/or certifications earn 22% more a year than those with only high school diploma? Visit FutureBuilt.org now to upgrade your paycheck and your future!

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**Future BUILT - Orange County Career Education**  
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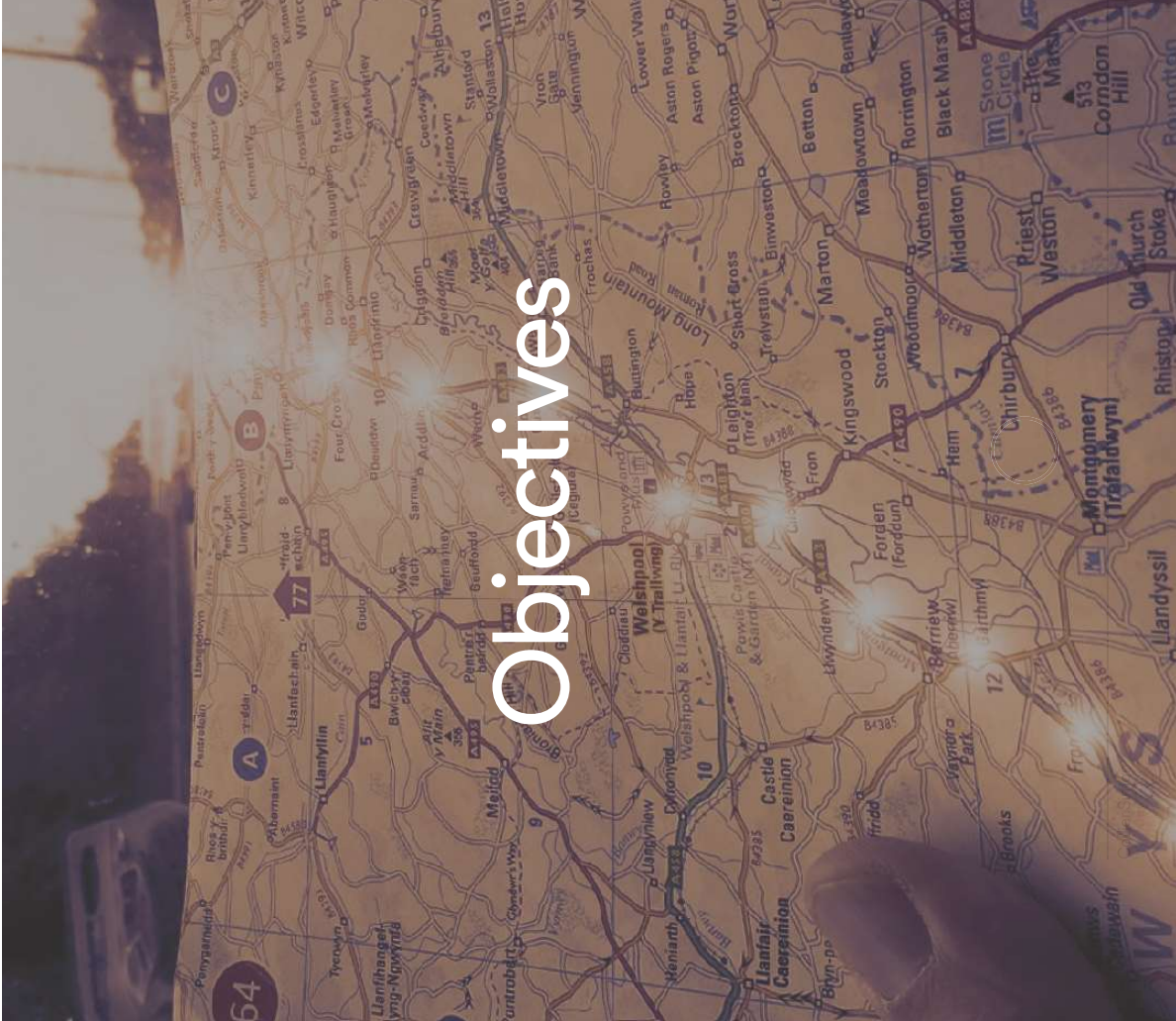
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Lunch

# Let's Do This

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Align on Objectives,  
Scope and Timeline



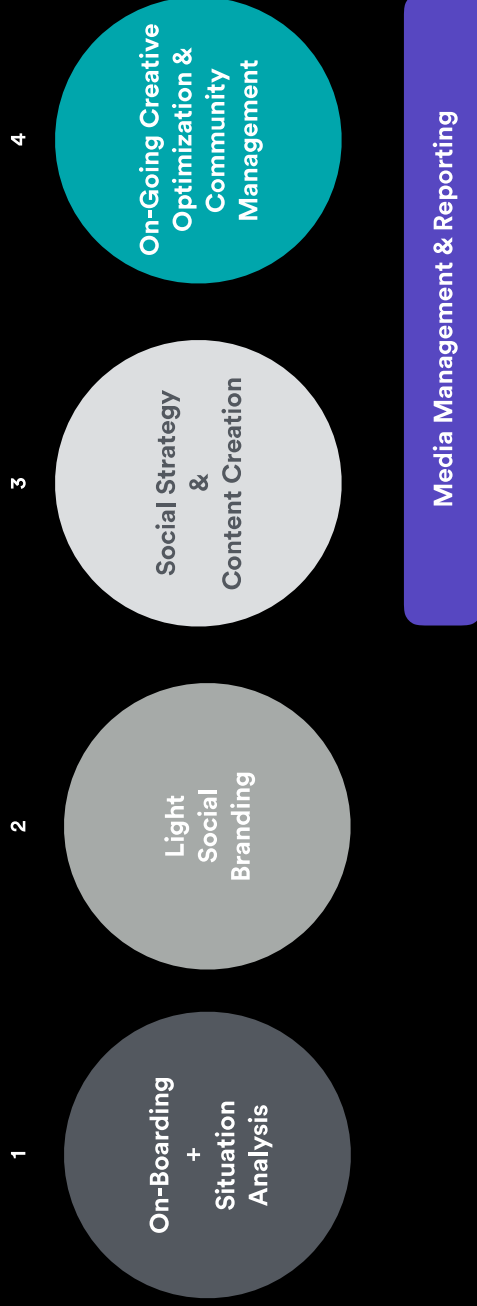
- “The goal for LA 19 is to **drive enrollment** in programs offered at one of the 19 LA community colleges. [More specifically] for social media and influencer marketing is **lead generation**. “
- Another goal... is **driving awareness and engagement** of community college programs and the community college brand.
- **Raise and cultivate positive perceptions** of Los Angeles community colleges.
- **Garner online and offline “buzz”** and earned media via innovation marketing tactics.



# Questions + Watch-Outs

- State style-guide
- Additional Stakeholders (not involved in day-to-day)
- KPI Comparisons to other state districts
- Other?

**A lean, informed process to get to a meaningful outcome, together.**





### Overview

A lean exploration to create a unified LA19 identity for use in social and digital campaigns.

### Key Team Members

- Leadership
- Account Director
- Account Manager
- Director, Strategy
- Creative Director
- Production Lead
- Sr. Art Director
- Sr. Copywriter

### Activities & Rationale

#### Creative Exploration

- Create a light visual and messaging exploration for LA19 social platform in order to align on a consistent look and tone

### Deliverables

#### Visual Brand Creative

- Social creative examples
- Light visual and messaging principles

**Overview**

During this phase, we will map out social content strategy for the year, and create our initial launch assets

**Key Team Members**

- Leadership
- Account Supervisor
- Director, Strategy
- Creative Director
- Sr. Art Director
- Production Lead
- Sr. Copywriter

**Activities & Rationale****Social Strategy and Planning**

CoSi will build a comprehensive social content strategy and comms plan with timing and rollout details for launching the new social programs. Holistic plan may include:

- Content Strategy
- Roadmap and Launch Timing
- Publishing/Media Partner content integrations
- Organic social and other “owned” channels
- Performance/Acquisition creative

**Content Creation**

CoSi will develop the initial creative for the first two months of the campaign, with imagery, video and messaging for social channels:

- Facebook
- Twitter
- Instagram
- Snapchat
- YouTube

**Deliverables****Strategy**

- Holistic, social content strategy and launch plan based
- Test plan for new messaging (advertising, social content, demand gen and beyond)
- Channel strategy
- Launch plan

**Overview**

Produce and launch in-market creative. Test, learn and optimize with ongoing analysis. Manage interactions with our audience.

**Key Team Members**

- Leadership
- Account Supervisor
- Director, Strategy
- Creative Director
- Sr. Art Director
- Sr. Copywriter
- Community Mgr

**Activities & Rationale****Creative Content Updates****Organic Social**

Each month CoSi will concept and produce new content based on content calendar, strategic findings or topically relevant/seasonal opportunities.

- Static image creative
- Animated videos
- Formatted for Facebook, Twitter, Instagram, Google channels

**Paid Social/Digital Advertising**

Every other month CoSi will concept and produce new ads based on content calendar, strategic findings or topically relevant/seasonal opportunities.

- Static image creative
- Animated videos
- Formatted for Facebook, Twitter, Instagram, Google channels

**Community Management**

- CoSi will provide weekly monitoring and response services, working with in partnership LA19 staff to capture appropriate response content.
- Exact hours of community management to be determined through scoping conversations.

**Deliverables****Creative Content Updates**

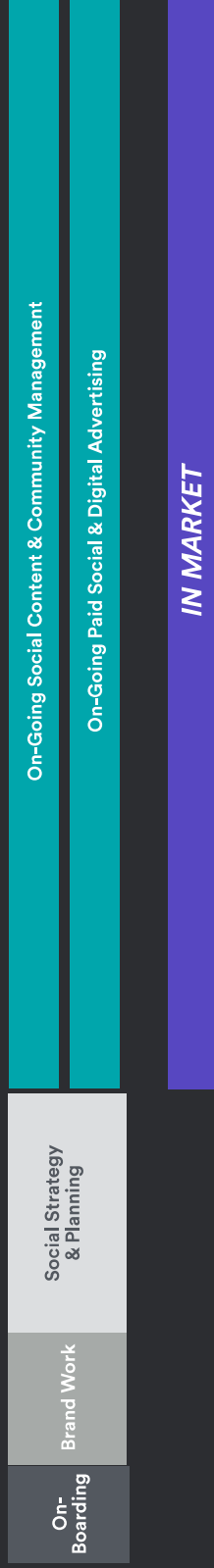
- Updated paid and organic social content created monthly

**Community Management**

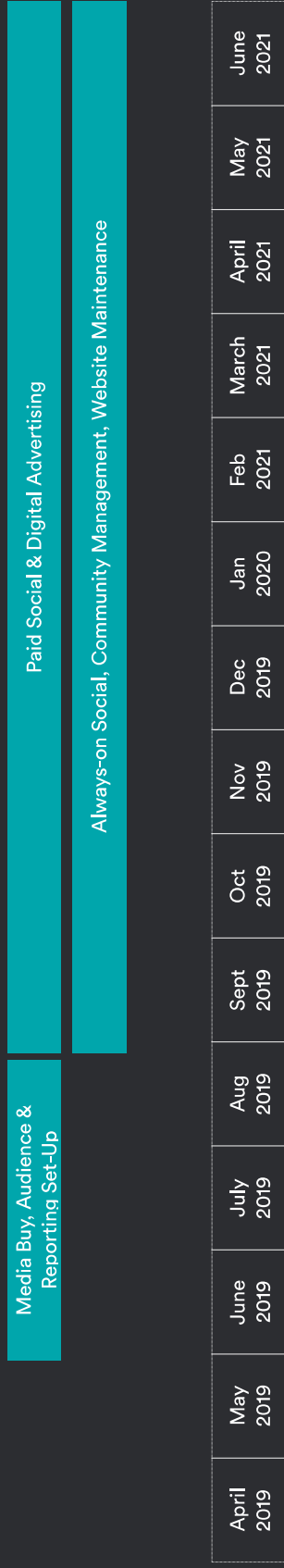
- Weekly community management interactions
- Monthly engagement reports and analysis

# High-Level Timeline

## CREATIVE & STRATEGY DEVELOPMENT



## MEDIA MANAGEMENT



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# Key Insights

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# Let's Discuss

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## Quick Collaborative Workshop

“Marketing is no longer about  
the stuff that you make, but  
the stories you tell.”

- Seth Godin

A photograph of a green wooden door with a heart-shaped window, surrounded by dense green ivy. The door is set in a wooden frame, and the ivy covers the walls on either side. The text is overlaid on the image.

# Opportunity Knocks

*Beyond the challenges in front of us, let's assess the opportunities, offerings and assets we can leverage as part of the marketing campaign.*

Format: Guided Discussion



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# What's Next

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# APPENDIX



# Thought Starters

Ideas, process, and inspiration to illustrate  
how our pillars could come to life in social



### The Idea

Create a social-driven, thought-leadership series dedicated to inspiring and empowering LA's next great leaders.

### How It Works

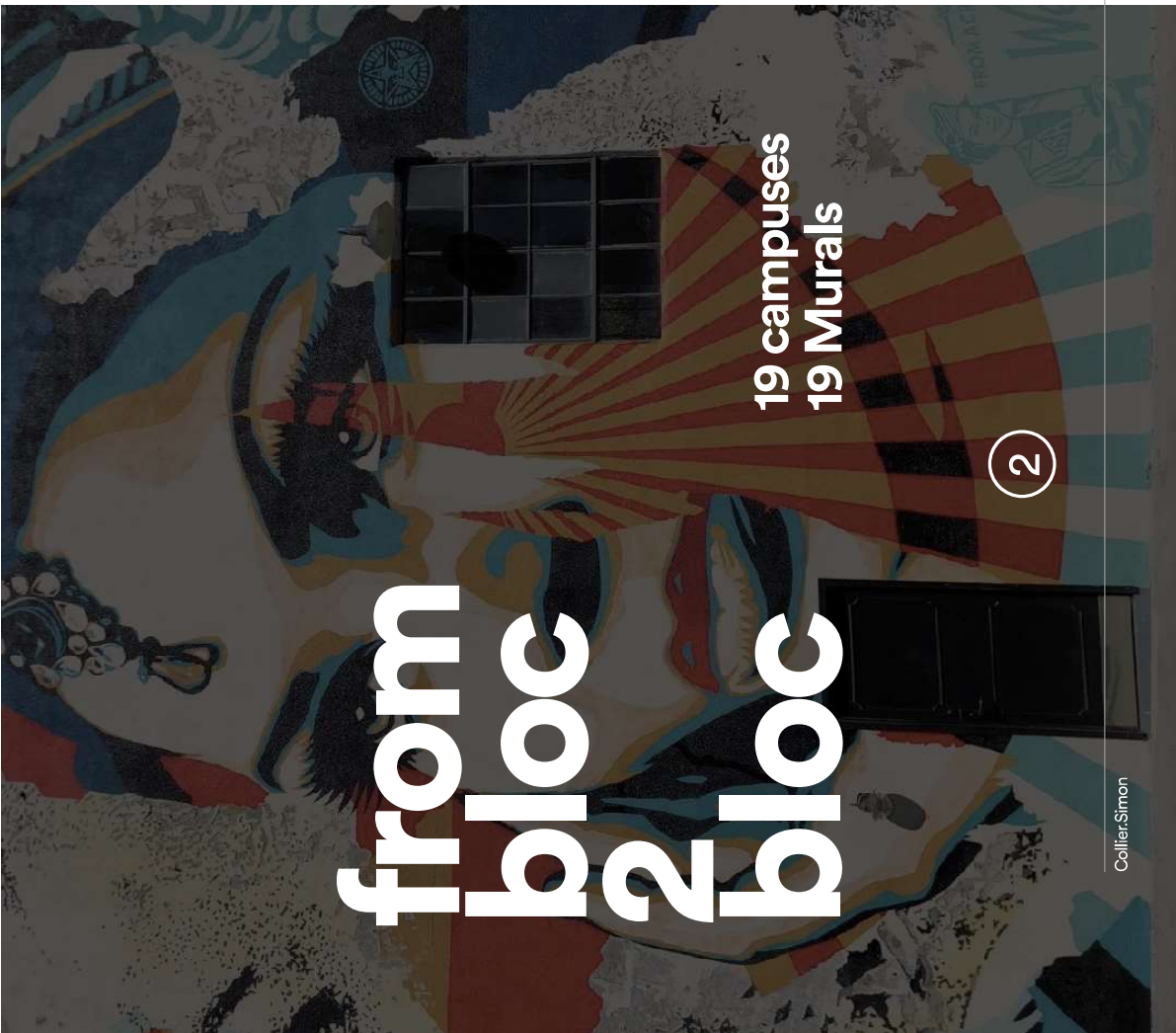
Each campus will host an event centered around a theme most relevant to the students and curriculum of that campus.

Past and present students & professors, inspiring leaders and those of influence across LA will share their personal and poignant POV on the topic via bite-size chats (similar to TED Talks).

These events provide engaging and social content that can be distributed on social (e.g. full videos on FB, short excerpts and quote cards across IG).

### Why It Works

- Connects LA19 to the community through stories of aspiration.
- Provides opportunity for authentic influence (**vs.** paying social influencers)
- Creates a wealth of social content that represents the values of LA19 and up-levels our perceived value



# from bloc 2 bloc

19 campuses  
19 Murals

2

## The Idea

Connecting our 19 campuses and their neighborhoods through a custom mural activation at each location.

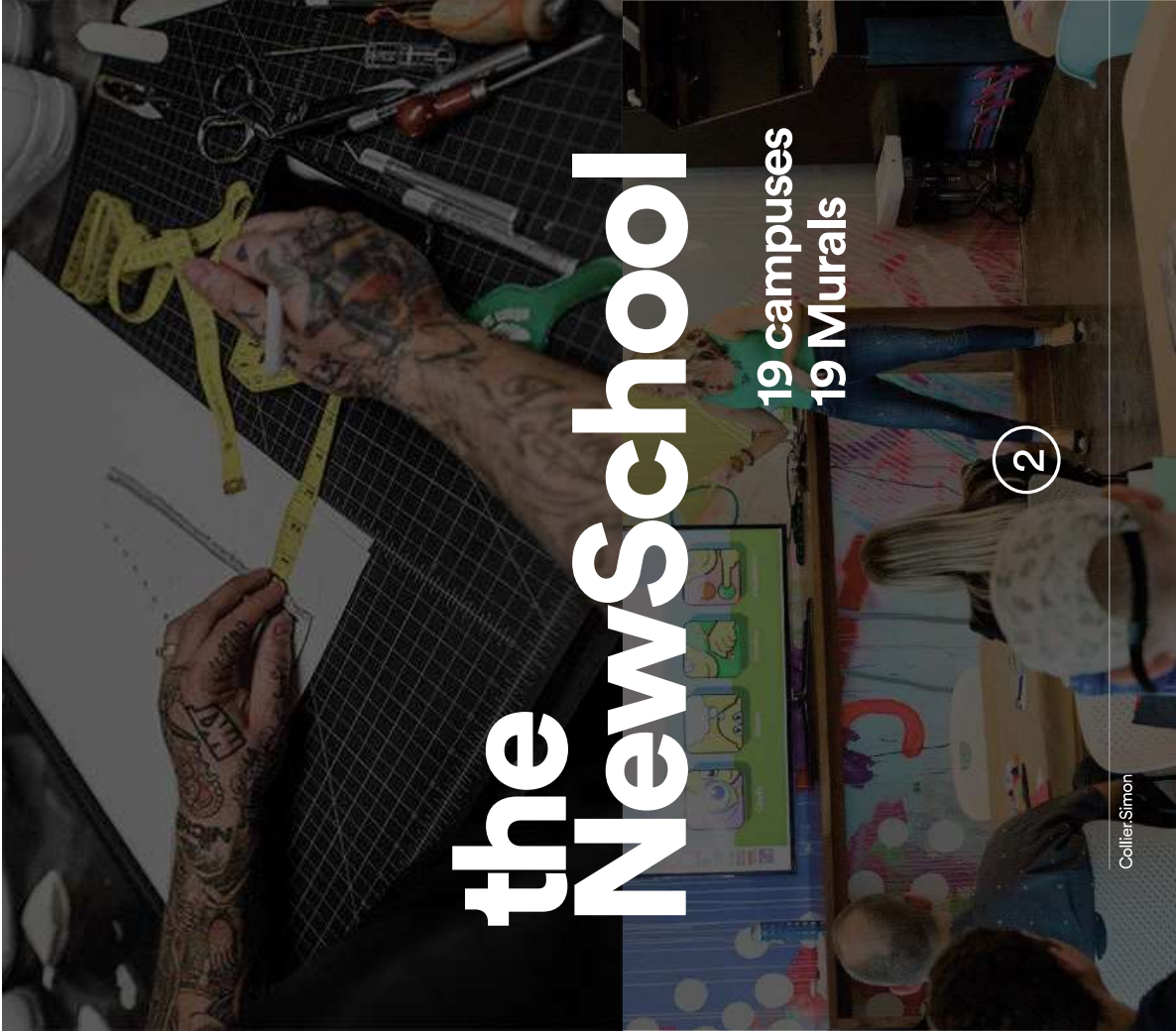
## How It Works

Commission a local street artist (or several) to develop murals that are specific to each campus and location. All 19 murals will contain a connective tissue linking our schools together.

Instagram will be our primary social platform for campaign, but additional digital opportunities could include a virtual tour with map and companion podcast to learn about each mural.

## Why It Works

- Creates a modern cultural experience across our campuses and their neighborhoods.
- Directly taps into LA's IG culture of mural / backdrop photos that our demo has adopted.
- Provides engaging sharable content to our students and community



# the NewsSchool

19 campuses  
19 Murals

2

## The Idea:

Change perceptions about the quality and potential of the community college system by showcasing the modern career paths that are made possible with LA19.

## How It Works:

Develop a social-driven campaign that features students, faculty and alumni in programs that are truly of today (e.g. entrepreneurship, tech, trades, etc).

These are emotional and aspirational stories about people learning new skills and doing the things they love in a viable career path.

## Why It Works:

- Capitalizes on subject matter that is authentically native to social channels and Los Angeles
- Spotlighting modern career paths that will resonate with today's digital natives
- Serves to dispel the myth of CCs/JCs being “old school”

# MOOD BOARDS IN-PROCESS